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It's Game Time at BURGER KING® Restaurants!

BURGER KING® Restaurants Launch La Liga Promotion in Latin America and the Caribbean with PEPSI®

MIAMI--(BUSINESS WIRE)--Nov. 15, 2012-- Burger King Worldwide (NYSE:BKW) today announced a partnership with La Liga BBVA, the top professional division of the Spanish football league, and PEPSI® to launch a promotion designed to appeal to the brands' soccer-loving fans. The announcement follows recent news by BKW to launch specialty coffees in Latin America and the Caribbean that tap into the region's cultural preferences. At participating BURGER KING® restaurants, guests will be able to purchase specially designed, collectible La Liga BBVA glasses with a PEPSI® combo meal. There are 20 glasses to collect in total, each featuring the logo of one of the teams.

The promotion includes the great-tasting food at BURGER KING® restaurants with guest favorite, the WHOPPER® Sandwich, getting a Spanish influenced make-over with the addition of a Manchego Cheese and Chorizo patty and the debut of a new dessert menu offering, Chocolate-Filled Churros. Both new menu items will come in La Liga designed packaging throughout the promotion. As always, taste and quality is king at BURGER KING® restaurants.

The promotion will also take advantage of Burger King Corp.'s new digital platforms in the region with a Facebook application playing a key role for guests looking to win the grand prize that includes tickets to attend any Liga BBVA match in the Real Madrid vs. Barcelona 'El Classico' game. Available for download in select markets in 2013, the Facebook application will allow guests to invite their friends to play with them online. The grand prize will go to the participant who accumulates the most goals through the application. The sweepstakes game will be supported in BURGER KING® restaurants with QR codes on food packaging that can be scanned by guests to win extra points towards their total goal tally.

"Our promotions continue to focus on the hot properties our guests love in sports, entertainment and technology," says Jose R. Costa, vice president of marketing for Latin America & Caribbean region, Burger King Worldwide. "La Liga BBVA has a huge following in Latin America and the Caribbean and this promotion will add value to our guest's BURGER KING® experience."

The in-restaurant promotion will activate in Costa Rica, El Salvador, Guatemala and Colombia in December and in Venezuela, Guatemala, Costa Rica, Ecuador, Paraguay, Dominican Republic, Panama and Argentina in March 2013 when La Liga fans can visit BURGER KING® restaurants to purchase their La Liga BBVA Glasses. The digital promotion will launch in select countries in 2013 and guests can visit www.bk.com to find out if their country is participating.

ABOUT BURGER KING WORLDWIDE

Founded in 1954, BURGER KING® (NYSE:BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,600 locations serving over 11 million guests daily in 83 countries and territories worldwide. Approximately 95 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

ABOUT PEPSICO

PepsiCo is a global food and beverage leader with net revenues of more than \$65 billion and a product portfolio that includes 22 brands that generate more than \$1 billion each in annual retail sales. Our main businesses - Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola - make hundreds of enjoyable foods and beverages that are loved throughout the world. PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate. For more information, please visit www.pepsico.com.

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